

Message Text

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FM AMEMBASSY BERLIN

TO SECSTATE WASHDC PRIORITY 522

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INFO AMEMBASSY BELGRADE

AMEMBASSY BUCHAREST

AMEMBASSY BUDAPEST

AMEMBASSY MOSCOW

AMEMBASSY PRAGUE

AMEMBASSY SOFIA

AMEMBASSY VIENNA

AMEMBASSY WARSAW

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E.O. 11652: N/A

TAGS: BEXP, GE

SUBJECT: OPENING OF LEIPZIG SPRING FAIR - VISIT BY PARTY

SECRETARY HONECKER TO FIRST U.S. OFFICIAL REPRESENTATION

REF: BERLIN 5332

STATE PASS COMMERCE: USIA FOR USINFO

1. ON THE MORNING OF SUNDAY, MARCH 9, 1975, AN OFFICIAL PARTY, HEADED BY ERICH HONECKER, FIRST SECRETARY OF THE CENTRAL COMMITTEE OF THE SOCIALIST UNITY PARTY (SED) BEGAN ITS WALK THROUGH THE LEIPZIG FAIR. AT 10:00 AM THE OFFICIAL PARTY, WHICH ALSO INCLUDED WILLI STOPH, CHAIRMAN OF THE STATE COUNCIL AND HORST SINDERMAN, CHAIRMAN OF THE COUNCIL OF MINISTERS, AND WAS GUIDED BY FOREIGN TRADE MINISTER, HORST SOELLE, ARRIVED AT THE U.S. EXHIBIT, A BUSINESS DEVELOPMENT OFFICE (BDO) OF THE DEPARTMENT OF COMMERCE.

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2. GREETING THE OFFICIAL PARTY AT THE BDO WERE U.S. AMBASSADOR AND MRS. JOHN SHERMAN COOPER. IN GREETING THE FIRST SECRETARY, AMBASSADOR COOPER EXPRESSED HIS HOPE.....THAT THE U.S. WOULD BE REPRESENTED BY A LARGER EXHIBITION IN FUTURE FAIRS. HONECKER WELCOMED THIS IDEA AND, IN TURN, THANKED THE AMBASSADOR FOR HIS EFFORTS IN PROMOTING THE DEVELOPMENT OF RELATIONS BETWEEN THE U.S. AND THE GDR. REFERRING TO THEIR RECENT MEETING IN BERLIN, THE PARTY SECRETARY EXPRESSED THE BELIEF THAT ECONOMIC RELATIONS BETWEEN THE TWO STATES SHOULD ALSO BE PROMOTED IN LINE WITH THE PRINCIPLE OF PEACEFUL COEXISTENCE BETWEEN STATES OF DIFFERING SOCIAL ORDERS.

3. NEUES DEUTSCHLAND OF MONDAY, MARCH 10, FEATURES THE LEIPZIG FAIR OPENING AND OFFICIAL WALK-THROUGH ON THE FRONT PAGE, AND INCLUDES A PICTURE OF THE OFFICIAL PARTY VISITING THE SOVIET EXHIBIT. PAGE 3 CARRIES A PICTURE OF AMBASSADOR COOPER GREETING FIRST SECRETARY HONECKER AT THE AMERICAN EXHIBIT, ALONGSIDE OF PICTURES OF THE BRITISH, FRENCH AND INDIAN AMBASSADORS GREETING HIM AT THEIR RESPECTIVE EXHIBITS. A TWO-COLUMN SUB-HEADLINE ABOVE THE PICTURES ANNOUNCES, "USA OFFICIALLY AT THE LEIPZIG FAIR FOR THE FIRST TIME", WITH THE SUB-HEADING, "FUTURE STILL LARGER PARTICIPATION BY AMERICAN FIRMS". THE ARTICLE QUOTES AMBASSADOR COOPER'S PLEDGE TO WORK FOR GREATER AMERICAN PARTICIPATION IN FUTURE FAIRS AND COMMENTS THAT THIS FIRST AMERICAN OFFICIAL PARTICIPATION IS DIRECTED TOWARD PROVIDING INFORMATION FOR PROSPECTIVE CUSTOMERS, PRIMARILY IN TWO BRANCHES OF AMERICAN PRODUCTION, MACHINE TOOLS AND MATERIALS HANDLING EQUIPMENT. IT ALSO NOTES THE PRESENCE ON THE STAFF OF THE BDO OF AMERICAN INDUSTRY EXPERTS IN THESE TWO FIELDS, AS WELL AS AMERICAN GOVERNMENT OFFICIALS, INCLUDING THE CHIEF OF THE ECONOMIC SECTION OF THE AMERICAN EMBASSY. IT CONCLUDES WITH HONECKER'S THANKS TO THE AMBASSADOR FOR HIS EFFORT IN PROMOTING THE DEVELOPMENT OF RELATIONS AND THE CALL CITED ABOVE FOR THE DEVELOPMENT OF ECONOMIC RELATIONS.

4. AMERICAN PERSONNEL MANNING THE BUSINESS DEVELOPMENT OFFICE INCLUDE: JOHN A. CONNOR, INTERNATIONAL TRADE UNCLASSIFIED

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DIRECTOR, NATIONAL MACHINE TOOL BUILDER'S ASSOCIATION, REPRESENTING THE MACHINE TOOL INDUSTRY; GREGORY V. SCHULTZ, SENIOR EDITOR OF FACTORY MAGAZINE, REPRESENTING AMERICAN EXPERTISE ON MATERIAL HANDLING-TRANSPORTATION; FELIX S. BLOCH, CHIEF OF THE ECONOMIC SECTION OF THE AMERICAN EMBASSY IN BERLIN, AND HENNING VONTILLIUS, DEPUTY DIRECTOR OF THE EAST-WEST TRADE CENTER IN VIENNA, WHO IS SERVING AS BDO DIRECTOR.

5. A LARGE NUMBER OF AMERICAN FIRMS ARE REPRESENTED WITH BROCHURES AND SALES INFORMATION IN THE BDO LIBRARY. FURTHER INFORMATION ON AMERICAN MACHINE TOOLS AND MATERIALS HANDLING-TRANSPORTATION EQUIPMENT IS PRESENTED TO VISITORS TO THE BDO THROUGH FILMS AND SLIDE SHOWS.

6. ALONG WITH HIS PARTICIPATION IN THE OPENING CEREMONIES AND FESTIVITIES, AMBASSADOR COOPER WILL EXTEND HOSPITALITY TO PROMINENT GDR OFFICIALS AND TRADE FIGURES ON BDO PREMISES DURING THE COURSE OF THE WEEK THE FAIR IS IN PROGRESS.

7. SO FAR, ATTENDANCE AT THE AMERICAN DISPLAY HAS BEEN BRISK. IN FACT, PUBLIC INTEREST IN THIS FIRST AMERICAN PARTICIPATION AT LEIPZIG HAS BEEN SO GREAT THAT MEASURES HAVE HAD TO BE TAKEN TO CONTROL THE FLOW OF VISITORS TO THE RELATIVELY SMALL PREMISES OF THE BDO. GREAT INTEREST IS BEING DEMONSTRATED ON THE PART OF GDR TRADE REPRESENTATIVES AND THE U. . APPEARS TO BE OFF TO A GOOD START AT THE LEIPZIG SPRING FAIR 1975.

8. THE FAIR WAS OPENED FORMALLY ON SATURDAY NIGHT BY THE MINISTER OF FOREIGN TRADE OF THE GDR, HORST SOELLE, WHO ALSO HOSTED RECEPTION FOR DISTINGUISHED GUESTS ON SUNDAY EVENING IN THE CITY HALL. THE FAIR OPENED TO THE GENERAL PUBLIC AT 11:00 ON SUNDAY, MARCH 9. COOPER

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